

PTO/BB/08A (08-03)

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Substitute for form 1449PTO

**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**

(Use as many sheets as necessary)

Complete If Known

Application Number	10/016,988
Filing Date	12/14/2001
First Named Inventor	MATZ
Art Unit	2611
Examiner Name	Unknown
Attorney Docket Number	BS01371

Sheet 1 of 9

Examiner Initials*	Cite No. ¹	U. S. PATENT DOCUMENTS		Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Document Number	Publication Date MM-DD-YYYY		
		Number-Kind Code ² (if known)			
AK		US- 5,948,061	9/7/1999	Merriman et al.	
AK		US- 5,794,210	8/11/1998	Goldhaber et al.	
AK		US- 5,724,521	3-1998	Dedrick	
AK		US- 5,892,536	4-1999	Logan	
AK		US- 5,800,364	2-1997	Hendricks	
AK		US- 6,282,713	8-2001	Kitsukawa	
AK		US- 6,477,704	11-2002	Cremia	
AK		US- 5,389,964	2-1995	Oberle	
AK		US- 6,002,393	12-1999	Hite	
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AK		US- 6,446,261	9-2002	Rosser	
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AK		US- 5,892,508	4/6/1999	Howe	
AK		US- 5,818,438	10/6/1998	Howe	
AK		US- 6,076,094	6/13/2000	Cohen	
AK		US- 6,172,674	1/9/2001	Etheridge	

Examiner Initials*	Cite No. ¹	FOREIGN PATENT DOCUMENTS		Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T ⁴
		Foreign Patent Document	Publication Date MM-DD-YYYY			
		Country Code ² Number ³ Kind Code ⁵ (if known)				
AK		WO 99 52285A	10/14/1999			
AK		WO 99 04561A	1/28/1999			
AK		WO 99 45702A	9/10/1999			
AK		EP 0 424 648A	2/2/1991			
AK		EP 1162840 A2	12-2001	Wilson		

Examiner Signature	/Andrew Koenig/	Date Considered	06/25/2006
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This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1460, Alexandria, VA 22313-1460. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1460, Alexandria, VA 22313-1460.

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**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**

(Use as many sheets as necessary)

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Application Number	10/016,888
Filing Date	12/14/2001
First Named Inventor	MATZ
Art Unit	2811
Examiner Name	Unknown
Attorney Docket Number	BS01371

Sheet 1 of 9

U. S. PATENT DOCUMENTS					
Examiner Initials*	Cite No. ¹	Document Number Number-Kind Code ² (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
AK		US- 6,252,586	6/26/2001	Freeman	
AK		US- 5,881,518	8/1997	Carles	
AK		US- 5,774,170	6-1998	Hite	
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AK		US- 6,029,045	1-2001	Alexander	
AK		US- 6,463,468	10-2002	Buch	
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		Country Code ³ Number ⁴ Kind Code ⁵ (if known)				

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Sheet 1 of 9**U. S. PATENT DOCUMENTS**

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		Country Code* Number † Kind Code* (if known)				

Examiner
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/Andrew Koenig/

Date
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06/25/2006

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet

of

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Complete if Known

Application Number	10/016,988
Filing Date	12/14/2001
First Named Inventor	MATZ
Group Art Unit	2611
Examiner Name	
Attorney Docket Number	BS01371

U.S. PATENT DOCUMENTS						
Examiner Initials *	Cite No.	U.S. Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number	Kind Code ² (if known)			
AK		US- 3,798,610		Bliss et al.	03-18-1974	
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Examiner Signature

/Andrew Koenig/

Date Considered

06/25/2006

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Substitute for form 1449A/PTO

**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**

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Sheet 1 Of 9**Complete If Known**

Application Number	10/016,988
Filing Date	December 14, 2001
First Named Inventor	MATZ
Group Art Unit	2611
Examiner Name	
Attorney Docket Number	BS01371

U.S. PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	U.S. Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number	Kind Code ² (If known)			
AK		US- 5,585,838		Lawler et al.	12-17-1998	
AK		US- 5,608,448		Smoral et al.	03-04-1997	
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AK		US- 5,762,159		Faust et al.	05-1998	
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AK		US- 6,448,281 B1		Rosser	09-2002	
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		Office ³	Number ⁴	Kind Code ⁵ (If known)				
AK			EP 1162840 A2		Wilson et al.	12-2001		

Examiner
Signature

/Andrew Koenig/

Date
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Substitute for form 1449A/PTO		Complete if Known	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT (use as many sheets as necessary)		Application Number	10/016,988
		Filing Date	December 21, 2001
		First Named Inventor	MATZ
		Group Art Unit	2611
		Examiner Name	
		Attorney Docket Number	BS01371
Sheet		Of	9

OTHER PRIOR ART – NON PATENT LITERATURE DOCUMENTS			
Examiner Initials *	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
AK		PCT Publication No. WO 94/17609 (Kiehl et al., 08-04-1994)	
AK		CAULEY, LESLIE, "Microsoft, Baby Bell Form Video Alliance," <u>The Wall Street Journal</u> , September 26, 1994.	
AK		U.S. Application No. 2002/0032806 A1 (Grossman, 03-2002)	
AK		U.S. Application No. 2002/0035600 A1 (Ullman et al., 03-2002)	
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AK		U.S. Application No. 2002/0123928 A1 (Eldering et al., 09-2002)	
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AK		U.S. Application No. 2003/0049967 A1 (Kinze et al., 03-13-2003)	
AK		U.S. Application No. 2003/0110487 A1 (Yassin et al., 08-2003)	
AK		International Search Report for PCT JUS02/40070 A1	

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Substitute for Form 1448APTO

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Attorney Docket Number	BS01371

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Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
AK		"allNetDevices: - Report: Interactive TV Soon to Become Direct Marketing Tool," allNetDevices, www.devices.internet.com/com_cgl/print/print.cgi?url=http://devices.../report_interactive.htm, (11/16/01) pp. 1-2.	
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AK		"It just clicks!," RespondTV, www.respondtv.com/inaction.html, (11/16/01) pp. 1-2.	
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Examiner Signature	/Andrew Koenig/	Date Considered	06/25/2006
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet 1 of 5

Complete if Known

Application Number	10/016,988
Filing Date	December 14, 2001
First Named Inventor	Matz
Group Art Unit	2611
Examiner Name	Unassigned
Attorney Docket Number	BS01371

U.S. PATENT DOCUMENTS

Examiner Initials *	Cite No. ¹	U.S. Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number	Kind Code ² (if known)			
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet **2** of **5**

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Application Number	10/016,988
Filing Date	December 14, 2001
First Named Inventor	Matz
Group Art Unit	2611
Examiner Name	Unassigned
Attorney Docket Number	BS01371

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First Named Inventor	Matz
Group Art Unit	2611
Examiner Name	Unassigned
Attorney Docket Number	BS01371

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AK			EP 0 424 648A EP 1162840 A2 WO 99 52285A WO 99 04561A WO 99 45702A		Wilson	02-02-1991 12-2001 10-14-1999 01-28-1999 09-10-1999		

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Sheet 4 of 5

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Application Number	10/016,988
Filing Date	December 14, 2001
First Named Inventor	Matz
Group Art Unit	2611
Examiner Name	Unassigned
Attorney Docket Number	BS01371

OTHER PRIOR ART – NON PATENT LITERATURE DOCUMENTS

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AK		"How Wink Works," What is Wink: How wink works, www.wink.com/contents/howitworks.html , (11/16/01) p. 1 of 1.	

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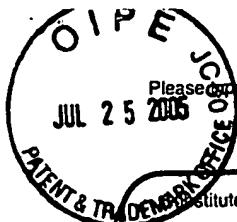
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	Application Number	10/016,988		
	Filing Date	December 14, 2001		
	First Named Inventor	Matz		
	Group Art Unit	2611		
	Examiner Name	Unassigned		
Sheet 5 of 5	Attorney Docket Number		BS01371	


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Examiner Initials *	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
AK		"What is Wink: Examples," What is Wink – Examples, www.wink.com/contents/examples.html , (11/16/01) pp. 1-2.	
		"Nielsen Media Research – Who We Are & What We Do," www.nielsenmedia.com/whoweare.html , (10/11/01) pp:1-4:	
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Examiner Signature	/Andrew Koenig/	Date Considered	06/25/2006
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**INFORMATION DISCLOSURE
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Sheet 1 of 1

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Application Number	10/016,888
Filing Date	Dec. 14, 2001
First Named Inventor	Matz
Group Art Unit	2611
Examiner Name	Unknown
Attorney Docket Number	BS01371

U.S. PATENT DOCUMENTS

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		Number	Kind Code ² (if known)			
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Sheet 1 of 1

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Application Number	10/016,988
Filing Date	Dec. 14, 2001
First Named Inventor	Matz
Group Art Unit	2811
Examiner Name	Unknown
Attorney Docket Number	BS01371

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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1

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		Number	Kind Code ² (if known)			
AK		2003/0172374		Vinson et al.	09-2003	
AK		5,848,397		Marsh et al.	12-1998	
AK		5,721,827		Logan et al.	02-1998	
AK		5,809,481		Baron et al.	09-1998	
AK		5,854,897		Radzewicz et al.	12-1998	

OTHER PRIOR ART -- NON PATENT LITERATURE DOCUMENTS

Examiner Initials *	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
AK		Aggarwal et al ("A Framework for the Optimizing of WWW Advertising" Proceedings to the International IFIP/GI Working Conference Trends in Distributed Systems for Electronic Commerce, Pages:1-10, Year of Publication: 1998).	

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Application Number	10/016.988
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Filing Date	Dec. 14, 2001
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First Named Inventor	Matz
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Group Art Unit	2611
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Examiner Name	Unknown
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Sheet	1	of	1
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Attorney Docket Number	BS01371
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Sheet

1

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2

Application Number

10/016.988

Filing Date

December 14, 2001

First Named Inventor

MATZ, William R., et al.

Group Art Unit

Unassigned

Examiner Name

Unassigned

Attorney Docket Number

36968-265390

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Application Number	10/016,988
Filing Date	December 14, 2001
First Named Inventor	MATZ, William R., et al.
Group Art Unit	Unassigned
Examiner Name	Unassigned
Attorney Docket Number	36968-265390

NON PATENT LITERATURE DOCUMENTS

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AK		*allNetDevices: - Report: Interactive TV Soon to Become Direct Marketing Tool,* allNetDevices, www.devices.internet.com/icom_cgi/print/print.cgi?url=http://devices.../report_interactive.htm, (11/16/01) pp. 1-2.	
AK		*Liberate Technologies - Solutions,* Digital Cable Two-Way, www.solutions.liberate.com/architecture/dc2.html, (11/16/01) p. 1 of 1.	
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AK		*power, flexibility, and control,* RespondTV, www.respondtv.com/whyrespond.html (11/16/01) pp. 1-2.	
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AK		*The Wink System,* Wink System Diagram, www.wink.com/contents/tech_diagram.shtml, (11/16/01) p 1 of 1.	
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AK		*How Wink Works,* What is Wink: How wink works, www.wink.com/contents/howitworks.shtml, (11/16/01) p. 1 of 1.	
AK		*What is Wink: Examples,* What is Wink - Examples, www.wink.com/contents/examples.shtml, (11/16/01) pp. 1-2.	
AK		*Nielsen Media Research - Who We Are & What We Do,* www.nielsenmedia.com/whoweare.html, (10/11/01) pp. 1-4.	

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